

FILED: *Meeting*
RETURN TO

RECORDS MANAGEMENT DIVISION

40th ANNUAL SAM FALL CONFERENCE

Hotel Statler, New York, October 28th and 29th

Distribution

GETTING THE MOST FROM YOUR
DISTRIBUTION DOLLAR

Thursday Morning, October 28th

PLANNING, ORGANIZING AND OPERATING
A MARKETING PROGRAM

Edward S. McKay, *Consultant Special Marketing
Studies, General Electric Co., New York City*

CASE HISTORY — SUCCESSFULLY
MARKETING A NEW PROGRAM

George J. Abrams, *Vice Pres., Block Drug Co., Inc.,
Jersey City, N. J.*

A SCIENTIFIC APPROACH TO MANAGEMENT
MAKES BETTER MANAGERS

✓ MAKING ADMINISTRATORS OUT OF
SPECIALISTS

Moorhead W. Wright, *Consultant-Manager
Development, General Electric Co., New York City*

CASE HISTORY — SMALL BUSINESS AND
SCIENTIFIC MANAGEMENT

Philip Rauch, *President, Ideal Corp., Brooklyn, N. Y.*

Thursday Luncheon

IS MANAGEMENT RESPONSIBLE?

Alexander R. Heron, *Vice Pres., Crown Zellerbach Corp., San Francisco, Calif.*

Thursday Afternoon, October 28th

THE SCOPE OF COMMERCIAL RESEARCH

Philip Gallagher, *Manager of Commercial Research,
General Foods Corp., White Plains, N. Y.*

MOTIVATION OF SALESMAN

To be Presented By Esso Standard Oil Co.

✓ MAKING EFFECTIVE USE OF STAFF PERSONNEL

John B. Joynt, *Mgr., Administrative Eng. Dept.,
American Enka Corp., Enka, N. C.*

PANEL DISCUSSION — PROBLEM CLINIC

(To Be Announced)

Thursday Dinner

(Topic to be Announced)

✓ Ordway Tead, *Editor and Director, Harper & Bros., New York City*

Friday Morning, October 29th

SETTING STANDARDS TO IMPROVE SALES
PERFORMANCE

Noble Hall, *Regional Mgr., Reuben H. Donnelly Corp.,
Philadelphia, Pa.*

A NEW APPROACH TO THE ANNUAL
SALES CONFERENCE

Howard B. Connell, *Sales Promotion Mgr.,
The Miller Company, Meriden, Conn.*

YARDSTICKS FOR EVALUATING MANAGERIAL
PERFORMANCE

(To Be Announced)

✓ DEVELOPING MANAGERIAL ABILITY

Dr. Dwayne Orton, *Editor of Think Magazine,
International Business Machines Corp., New York City*

Friday Luncheon

(Topic To Be Announced)

Alfred P. Haake, *Economic Consultant, General Motors Corp., Detroit, Mich.*

Friday Afternoon, October 29th

EVALUATING SALES TRAINING NEEDS
PANEL DISCUSSION

Chairman: Allen N. Seares, *Vice Pres. and Director,
Remington Rand, Inc., New York City*

✓ THE TECHNIQUES AND TOOLS OF SOUND
COMMUNICATIONS

(To Be Announced)

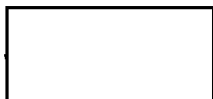
PANEL DISCUSSION



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REGISTRATIONS

HOTEL STATLER, NEW YORK, OCTOBER 28th & 29th

Enclosed find my check covering.....reservations as indicated:

PLEASE CHECK ☐ Member ☐ Non Member

* ☐ **FULL CONFERENCE, Luncheons, Dinner and Cocktails** \$34.00 \$42.00

☐ Thursday and Friday Sessions, excluding meals..... 19.00 26.00

☐ Thursday or ☐ Friday Sessions, excluding meals 11.00 15.00

☐ Thurs. A.M. or ☐ Thurs. P.M., excluding meals... 8.00 11.00

☐ Friday AM. or ☐ Friday P.M., excluding meals... 8.00 11.00

☐ Thursday Luncheon 7.00 9.00

☐ Friday Luncheon 7.00 9.00

☐ Thursday Dinner and Cocktails 8.00 9.00

Name.....

Company.....

Position.....

Address.....

Chapter.....

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